

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):	Blum et al.	Confirmation No.:	6633
Appl. No.:	10/759,167	Art Unit:	2632
Filed:	January 20, 2004	Examiner:	Mullen, Thomas J
Title:	INTERACTIVE AND DYNAMIC ELECTRONIC FLOOR ADVERTISING/MESSAGING DISPLAY		

Docket No.: 051681 / 315849 (formerly 13561 / 535)
Customer No.: 00826

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT
37 CFR § 1.115

In response to the final Office Action dated **March 3, 2006**, please amend the above-identified application as follows as provided in this Preliminary Amendment filed with a Request for Continued Examination:

Amendments to the Claims are reflected in the listing of claims beginning on page **2** of this paper.

Remarks in Response to the Office Action begin on page **9** of this paper.